



Visual Insights Platform

QualSights is a visual insights platform that provides companies a **dramatically faster and cost-effective** way to generate **deeper & more authentic** insights from consumers **anywhere in the world**.

QualSights provides a **truly integrated solution** that seamlessly supports multiple methodologies, along with the **ultimate flexibility to capture** ANY type of media from ANY camera device. Beyond data capture, QualSights offers powerful AI tools that make it **fast & easy to analyze and present insights**.

Consumer Insights



Shopper Insights



Product Insights



Digital Insights



How It Works:



Create Your Project, Select Method/s & Setup Sessions



Recruit Participants or Invite Field Staff



Capture Any Media Using Any Device; Observe & Interact LIVE



Speed Up Coding & Analysis By Leveraging AI



Easily Create Compelling Visual Deliverables

Reliable In-Depth Insights

With Speed & Agility

Anywhere In The World

QualSights' software platform enables you to do **any qualitative work in one place** – from mobile ethnography, mobile diaries and video surveys to video interviews, digital focus groups and even fieldwork.

ANY Qualitative Research Method:

Mobile Ethnography



Mobile Diary Studies



Video Surveys



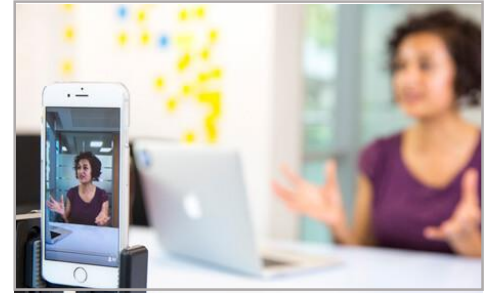
Video 1:1 Interviews



Remote Focus Groups



In-Person Fieldwork



ANY Camera Device:



Smartphones

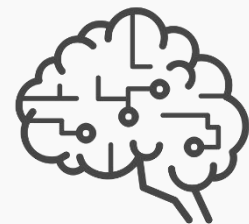


Computers



Smart Glasses

Powerful AI



- ✓ Automatic Transcription
- ✓ Machine Translation
- ✓ Keyword/Topic Generation
- ✓ Keyword/Brand Spotting
- ✓ Sentiment & Emotions
- ✓ Object/Scene Detection

ANY Visual Media:



Live Videos



Recorded Videos



Photos